

# Layla Thalia The Tranquil

## Demographics

<b>Ethnicity</b>	Caucasin
<b>Age</b>	25
<b>Gender</b>	Female
<b>Status</b>	Single
<b>Interest</b>	Men
<b>Occupation</b>	Occupational Therapy
<b>Location</b>	New York



**“You are what you eat. A healthy and clean life is the life for me.”**

## About

Layla is positive person who is full of energy. She enjoys waking up in the early hours of the day and exercising. She enjoys hiking, jogging, rock climbing, pilates, and yoga and she teaches yoga classes on the side at a community center. She lives in a loft with her best friend, her dog Stewart. Layla is very focused on living a healthy and clean life style. Like most people, Layla loves to eat, but she makes sure that what she puts into her body has substance as opposed to eating junk. She is patient, but to a point. She knows exactly what she wants and if she does not get it, then she will look else where for it. If she is not at home reading a book then she is outside walking Stewart at the park.

## Influences

- Family
- Health
- Job

## User Goals

- Easy to follow
- Appearance
- Simplicity

## Motivations

- Stewart
- Food
- Variety

## Frustrations

- Ads
- Ignorance
- Slow

## Personality

### Introversion (I)

Layla comes off as a shy person, especially when she is surrounded by people she does not know. She prefers contemplating her thoughts and ideas inside her head.

### Intuition (N)

Layla likes possibilities and variety in her life because it keeps things interesting. There is no limit on what she can and can not do.

### Feeling (F)

Layla likes to see the best in others, rather than pointing out their flaws and she is a warm person.

### Perceiving (P)

Layla loves having options and she does not like to be boxed in or confined to one idea. To her, rules and deadlines are meant to be broken. She improvises a lot and that is where some of the best ideas come from.

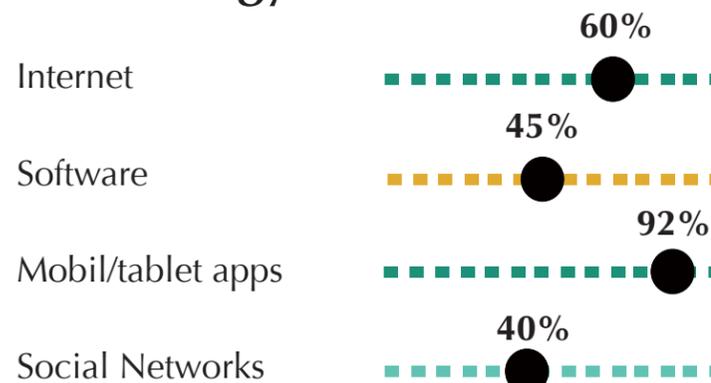
## Openness



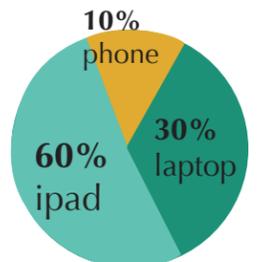
## Neuroticism



## Technology Skills



## Device Platforms



She uses her ipad the most to write down ideas. She also prefers the size and weight to her laptop.

She uses her laptop for watching Netflix and for promoting her career.

She uses her phone to contact clients, as an alarm clock, to play games, and as a planner, even though she does not always follow through her plan.